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SURVEY AND ANALYSIS
NASHVILLE, NORTH CAROLINA



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SURVEY AND ANALYSIS

NASHVILLE, NORTH CAROLINA

REPORT PREPARED FOR THE TOWN OF NASHVILLE, NORTH CAROLINA

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State of North Carolina
Department of Conservation and Development
Division of Community Planning

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NASH COUNTY POPULATION

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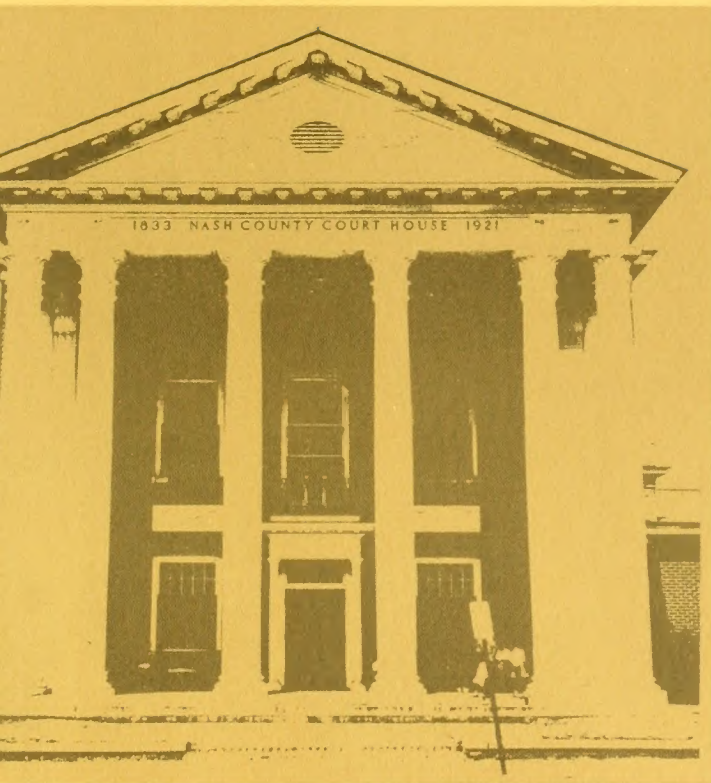
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POPULATION



The population of the Town of Nashville in 1960 was 1,423. However, in the past Nashville has exerted influence upon a population greater than that, and vice versa. Information concerning the characteristics of this greater population is, therefore, of more value in determining the likely future of the community than would be the same information concerning the townspeople alone.

Nashville's greatest area of influence is Nash County, since it is the county seat. In determining how important this role is likely to be in the future, some statistics at the county level are relevant.

Chart I presents the story in a nutshell. The county is presently at its peak in population, and projections show that it is headed for decline.

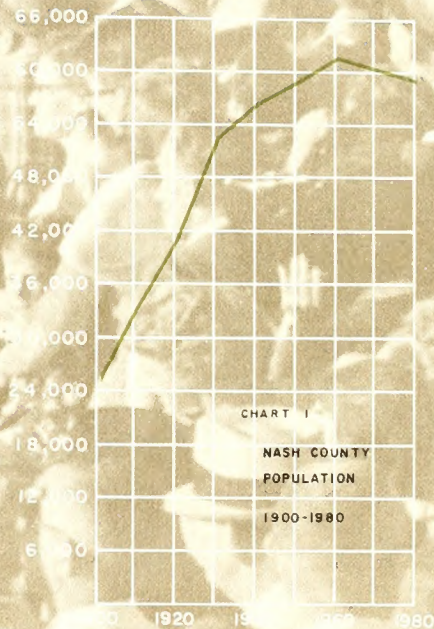
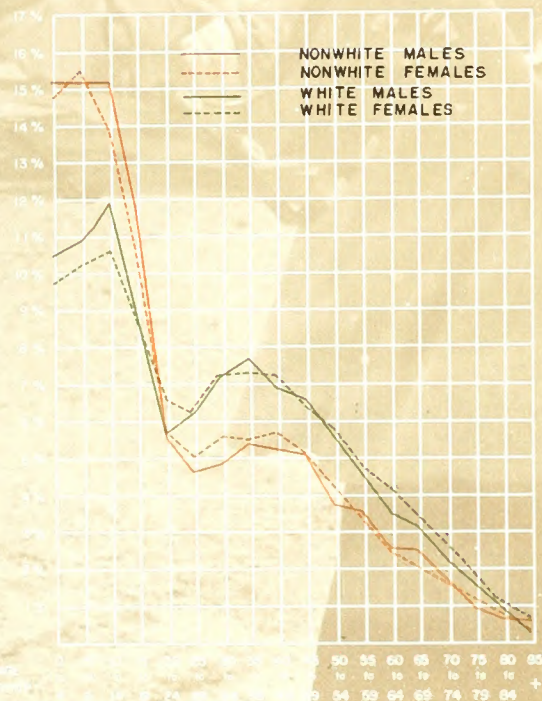


CHART II
 NASH COUNTY AGE GROUPS, 1960
 as a per cent of the total



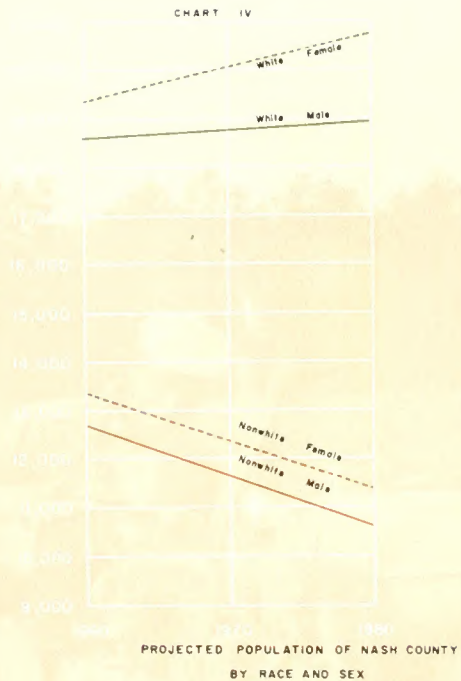
The major cause for this projected decline can be seen, perhaps, most easily in Chart II. If there were no movement of people into and out of the county, the lines on the chart would be very uniform in appearance. Natural population gains and losses would have produced an age composition consisting of a relatively large percentage of young people and a gradual tapering of this percentage as age increased. In Nash County we see that from age group to age group progressing from younger to older groups there is, instead, a sharp dip in the proportion of the population in the twenty-to-thirty age range. This dip illustrates graphically that a significant number of young adults have left the county.

The effect of this outmigration of adults in their childbearing years is reflected in the generally smaller proportion of children under five years of age as compared to those ages five to fourteen. Chart III on the opposite page presents the anticipated change in population in Nash County by age group.

CHART III

PROJECTED CHANGE IN POPULATION BY AGE GROUP
IN NASH COUNTY FROM 1960 TO 1980

| AGE GROUP | 1960 | each group ages 10 yrs. | 1970 | each group ages 10 yrs. | 1980 |
|-----------|-------|-------------------------|-------|-------------------------|-------|
| over 84 | 180 | | 281 | | 362 |
| 80 - 84 | 354 | | 481 | | 585 |
| 75 - 79 | 741 | -661 | 843 | -804 | 1007 |
| 70 - 74 | 1147 | -789 | 1389 | -947 | 1676 |
| 65 - 69 | 1632 | -511 | 1954 | -598 | 2442 |
| 60 - 64 | 1900 | -473 | 2274 | -591 | 2602 |
| 55 - 59 | 2427 | -642 | 3033 | -719 | 3060 |
| 50 - 54 | 2916 | -457 | 3321 | -430 | 3037 |
| 45 - 49 | 3490 | -480 | 3490 | -414 | 2597 |
| 40 - 44 | 3801 | -446 | 3451 | -309 | 2624 |
| 35 - 39 | 3936 | -335 | 2906 | -235 | 2987 |
| 30 - 34 | 3786 | -420 | 2859 | -421 | 3390 |
| 25 - 29 | 3326 | -607 | 3408 | -667 | 3679 |
| 20 - 24 | 3466 | -2250 | 4057 | -2391 | 3592 |
| 15 - 19 | 5658 | -3523 | 6070 | -3154 | 5384 |
| 10 - 14 | 7580 | -1393 | 6746 | -1204 | 6501 |
| 5 - 9 | 7463 | -453 | 6588 | -420 | 6653 |
| 0 - 4 | 7199 | | 6921 | | 6812 |
| TOTAL | 61002 | | 60072 | | 58990 |



Continued outmigration from the county will be more predominant among men. It also will be more predominant among Negroes. Chart IV illustrates, at a glance, the anticipated change in population by sex and race. Although the white race shows a slight gain, the increase is far less than that which would occur if everyone who ever lived in Nash County stayed until death. This indicates that there will also be a significant outmigration of whites.

Within the county itself we see in the last ten years an important change in the locational distribution of the population. Whereas in 1950 less than 25% of the people lived in urban areas, this percentage had increased to 28.9 in 1960.

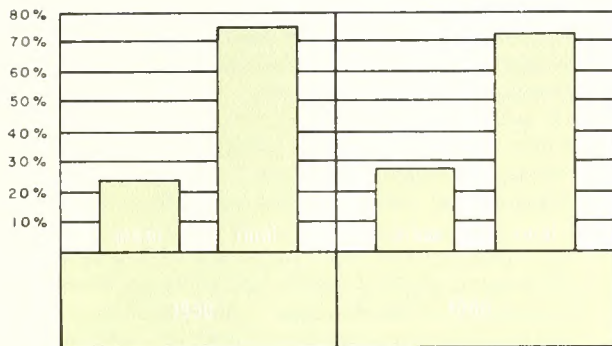


CHART V

Since the population of the county as a whole is slated to decrease, while that of Rocky Mount will increase, this change is likely to become more sharply apparent in the years to come. Some of this urbanization will take place through annexation of rural areas by urban jurisdictions, but most will be caused by the movement of people in and out of the county and within.



EACH ● REPRESENTS A GAIN OF TWENTY-FIVE PEOPLE
 EACH ○ REPRESENTS A LOSS OF TWENTY-FIVE PEOPLE

MAP I
 POPULATION CHANGE IN NASH COUNTY
 1940 - 1960

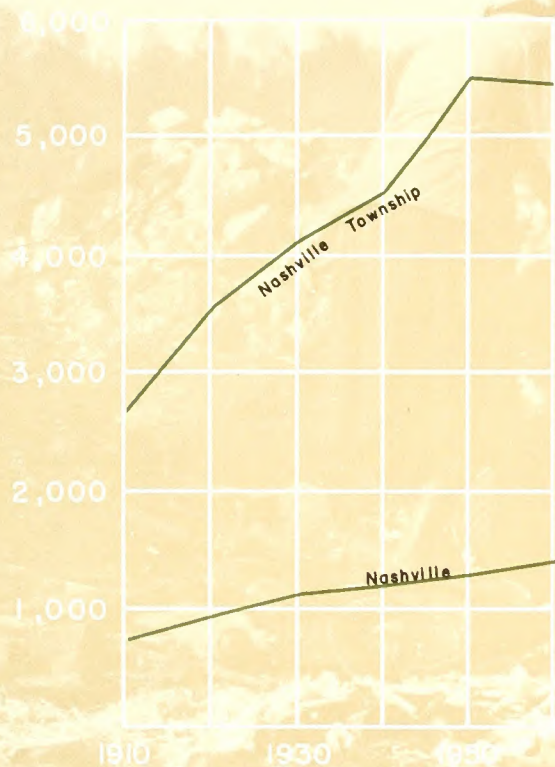


CHART VI
 POPULATION CHANGE
 NASHVILLE AND
 NASHVILLE TOWNSHIP

The more immediate area of Nashville's influence, Nashville Township, yields information concerning the type of people who live in and around the town. Of Nashville Township's 5405* population, nearly half (2576) are Negro. The average family size is four, three being the approximate size of an average white family and five that of an average Negro family. Among families, then, Negroes constitute only 41% of the total.

Of the 2700 persons 25 years old or over, 28% (763) have less than five years of schooling. Among Negroes this percentage is greater, 42%. Half the adults in the township have better than a seventh grade education, while half have less. Among Negroes this educational median rests at 5.7 years of schooling. According to standards issued by the North Carolina Fund, 424 Negro families and 227 white families in Nashville Township are in poverty**, over 55% of the total number of families in the township.

The growth of Nashville and the growth and decline of Nashville Township is represented in Chart VI.

* 1960 census

** Family income less than \$3000/year

In the spring of 1964 the Nashville Junior Chamber of Commerce conducted a survey of the community to determine attitudes of the citizens. The survey did not include any areas outside the town limits. Certain of the information gained tells an interesting story about the population of the town itself.

Before an analysis of this information is presented, it is important to recognize that this survey represents only a sample of the townspeople. Approximately 17% of the households in Nashville responded, and this response was at random. Almost 70% of the people over twenty-four years of age covered by this survey had a high-school education or better. This indicates one of two things. Either the educational attainment among people of the Town of Nashville is far higher than that of the surrounding township area or responses to the survey came from people with better than average educations.

The age distribution of this group is illustrated in Chart VII. Once again we find a dip in the twenty-to-thirty age range. To further illustrate this tendency for the young adults of Nashville and Nash County to

CHART VII



AGE DISTRIBUTION OF NASHVILLE CITIZENS WHO RESPONDED TO SURVEY

leave the area, answers to the following questions provide revealing evidence:

During the past ten years:

How many members have been added to your household by birth?

How many have you lost by death?

How many have moved into your household from outside Nashville? What were their ages?

How many from your household have moved out of Nashville? What were their ages?

Among this group of people living in Nashville there were during

the past ten years 48 births and 13 deaths. Three have moved into households from outside of Nashville ages 79, 20 and 19. Seventeen new households have been formed or have come to Nashville within the past ten years. Twenty-one persons have moved out of Nashville during this period. The median age of the outmigrants was 25.

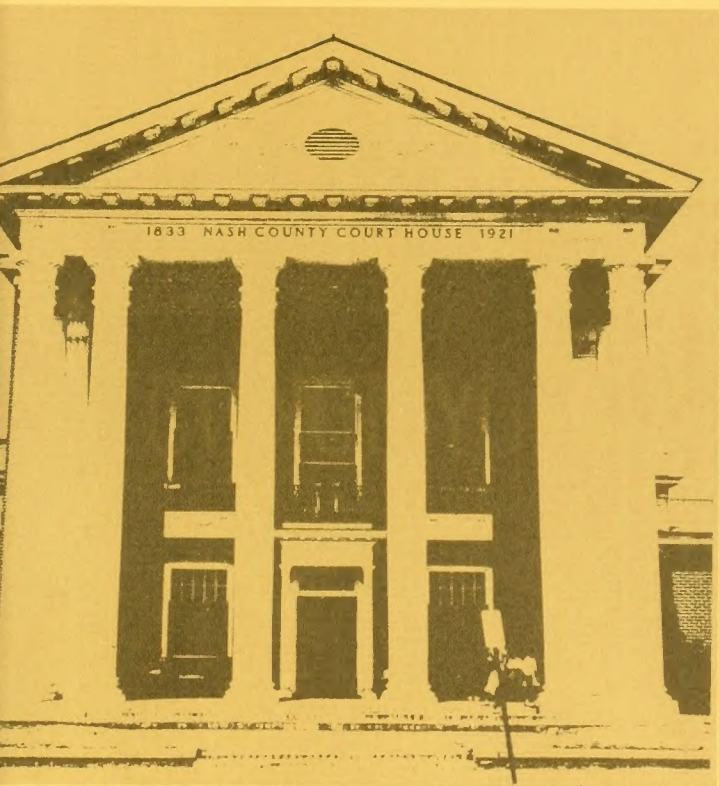
All those surveyed were asked whether they expected Nashville to increase or decrease in population during the next twenty years or whether they thought it would stay about the same. Also, all were asked which they thought to be preferred. Sixty percent expect Nashville to increase in population. Twenty-three percent expect it to stay about the same. Eight percent forecast decline. An impressive 96% prefer that Nashville increase in population.

In drawing conclusions from population statistics it is important to recognize that forecasts must be based upon past performance. In a town the size of Nashville one or two changes could alter trends significantly--a new industry, a new agricultural product, or simply a willingness on the part of the population to alter their course.

However, if Nashville continues as it has in the past, one of two things will happen. The population either will decline or will become oriented more and more toward Rocky Mount. If, through no effort of its own, Nashville does grow significantly during the next twenty years, its importance as the county seat can be expected to diminish. Perhaps more important, the town will be faced with the problem of providing municipal services to an increasing number of

residences within the community without the benefit of tax yield from the business and industry which the residents support. (Most of these businesses and industries will be in Rocky Mount.)

The future of Nashville will be one of change. In an area of rapid urbanization, there is no staying the same. In planning for this future, the community should determine what course it prefers and pursue it. At the same time it must be very watchful for urbanization in the area west of Rocky Mount and very aware of Nashville's own latent tendency to become suburban. Experience of other communities has shown that, when the metropolis comes to embrace a formerly independent, rural community, development will be swift and too often will have been far advanced before the community has even realized it.



ECONOMY

The economy of an area revolves about its natural resources, the work of its people, their income and the way they spend their money. It is sometimes difficult to capture an accurate image of a local economy due to the interplay of trade and employment from one area to another. In the case of Nashville, however, a surprisingly large number of township residents appear to work near their homes. Knowledge, then, of their employment, income and future prospects will provide a fairly accurate indication of the ability for people to spend money in Nashville. Accurate information concerning where these people actually will choose to spend their money cannot be obtained, nor can the amount of non-resident spending in Nashville Township be determined exactly, but indicators do exist and shall be discussed.

Natural resources - The land around Nashville is rolling, sandy soil--excellent farm land. Present crops include tobacco, cotton, peanuts, corn, hay crops, pasture

crops, and sweet potatoes. Approximately half of the land is still in timber. The only known significant mineral resource is a twenty-mile belt of granite extending west from Rocky Mount. The most highly developed resource is the agricultural land, the present mainstay of the economy.

Employment - Twenty-nine percent of the workers in Nashville Township farm. In 1962 they, along with other Nash County farmers, brought about a total sale of almost 33 million dollars worth of farm products grown within the county. In addition, 893,403 dollars were brought into the county from federal government subsidies. Out of the total value of these farm products, 73.2% was in tobacco. The second highest sale value was in cotton (6.5%) followed by hog production (6.4%).

Commercial enterprises engage the services of the second largest group among Nashville Township's residents, 19.4%. The vast majority of these work in retail businesses. Over 17%

CHART VIII
 NASHVILLE TOWNSHIP RESIDENTS - 1960
 TYPES OF ACTIVITY IN WHICH EMPLOYED

| | | |
|----------------------------|--------------|----------------|
| AGRICULTURE | | 458 (29.0 %) |
| MANUFACTURING | | 240 (15.2 %) |
| LUMBER | 117 (7.4 %) | |
| METALS | 8 (0.5 %) | |
| OTHER DURABLES | 4 (0.3 %) | |
| FOOD | 12 (0.8 %) | |
| TEXTILES , APPAREL | 84 (5.3 %) | |
| PRINTING , CHEMICALS | 15 (0.9 %) | |
| CONSTRUCTION | | 78 (4.9 %) |
| TRANSPORTATION | | 24 (1.5 %) |
| COMMUNICATIONS , UTILITIES | 16 (1.0 %) | |
| OTHER | 8 (0.5 %) | |
| COMMERCE | | 305 (19.4 %) |
| WHOLESALE | 36 (2.3 %) | |
| RETAIL | 265 (16.8 %) | |
| BUSINESS & REPAIR SERVICE | 4 (0.3 %) | |
| PERSONAL SERVICES | | 148 (9.3 %) |
| PRIVATE HOUSEHOLD | 103 (6.5 %) | |
| OTHER | 45 (2.8 %) | |
| PROFESSIONAL | | 274 (17.3 %) |
| EDUCATIONAL | 125 (7.9 %) | |
| PUBLIC ADMINISTRATION | 51 (3.2 %) | |
| OTHER | 98 (6.2 %) | |
| OTHER OR NOT GIVEN | | 53 (3.4 %) |
| TOTAL | | 1580 (100.0 %) |

of the employed township residents work for professional organizations, including the medical profession, education and public administration. About 15% work in manufacturing, 7.4% dealing with lumber, 5.3% with textiles. The remaining 19.1% of the township workers engage in construction and transportation occupations and personal services.

Within Nashville itself three manufacturing firms employ about 237 persons. Two of these are lumber mills, which employ about 125. The other is a garment factory employing 112. In addition, a second garment factory on the outskirts of Nashville maintains a working force of approximately 30. Commercial establishments in Nashville employ about 275 workers. Nash County has a force of about 160 people working in the Nashville area. Comparison of this information with the U. S. Census statistics on employment by industry of residents of Nashville Township (Chart VIII) plus the results of a survey of 17% of the population of Nashville indicates that at least 85% of the people living in Nashville Township work there.

To give a better insight into how these people derive their incomes, Chart IX provides statistics on employment by occupation of residents of Nashville Township by race and sex. Whites dominate the clerical positions, craftsmen's positions, professional and technical work, and operative jobs. Managerial, office and sales workers are exclusively white. The majority of Negroes (70%) find their work as farmers, farm managers, farm foremen, farm laborers, private household workers or general laborers.

Men dominate employment in all classifications except professional and technical work, clerical jobs, private household work and service work. Farmers and farm managers constitute the largest single occupation group, employing 23.6% of the township's male workers. Operatives and kindred workers rank second with 14.8% while farm laborers and farm foremen rate third place with 13.1%. Twenty-one percent of Nashville Township's employed women find jobs in clerical work, 18% in private households, and 15% as professional and technical workers.

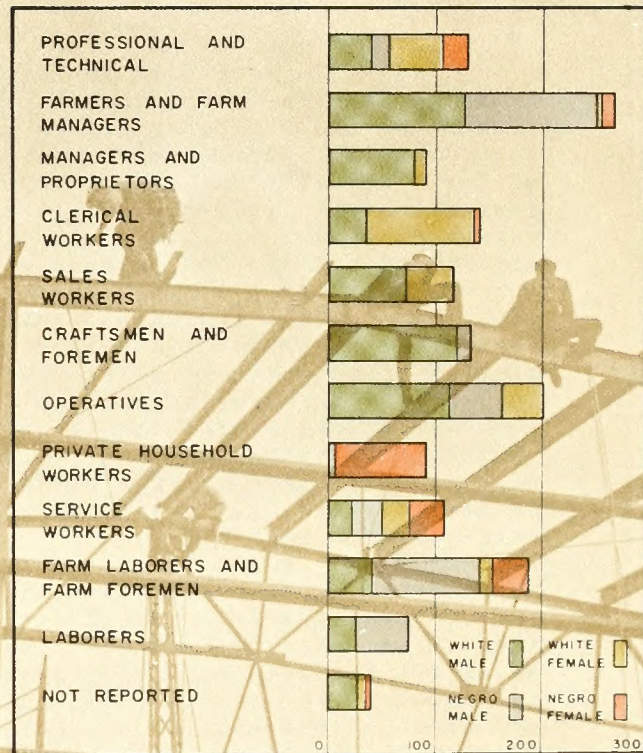


CHART IX

NASHVILLE TOWNSHIP RESIDENTS,
TYPE OF EMPLOYMENT - 1960

Trade - In Nashville approximately 275 persons are employed in retail trade. Of the residents of Nashville Township, 265 reported that they worked for a retail trade establishment indicating the likelihood of little worker commuting in this class of employment. These 265 persons constitute 16.8% of the total employed population of the township. This percentage compares favorably with similar townships. It also compares favorably with urban areas much larger such as Roanoke Rapids (16.6%), Greenville (18.9%) and Rocky Mount (19.4%), none of which have a large proportion of farm workers, yet are surrounded by rural areas.

The point is that Nashville thrives heartily from retail sales in its own immediate vicinity. These sales are produced through the spending power of the people living nearby and of those who visit. The relatively large number of retail sales personnel in Nashville compared with

the size of town that it indicates that the community is able to attract some trade from areas beyond its township boundaries. The extent of this drawing power must be magnified when the loss of trade in certain commodities to Rocky Mount is considered.

In a survey of Nashville's population which yielded a 17% coverage it was found that approximately one-third of the goods and services used by those interviewed normally were purchased or obtained outside of Nashville. The types of goods and services most frequently obtained outside Nashville were hospital services (97%), entertainment (81%), dress clothes (79%), furniture (50%), jewelry and gifts (47%) and everyday clothes (43%). The Nashville business district appears to be strongest in providing goods and services of the following categories: drugs (100%), legal services (97%), banking (92%), auto repair (91%), groceries (87%) and lumber (85%).

CHART X
WHERE NASHVILLE RESIDENTS SPEND THEIR MONEY *

| | NASHVILLE | ROCKY MOUNT | ELSEWHERE IN NASH COUNTY | OUTSIDE NASH COUNTY |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| BUY GROCERIES | 86.7 % | 13.3 % | 0 % | 0 % |
| BUY EVERYDAY CLOTHES | 56.8 | 36.5 | 1.4 | 5.4 |
| BUY DRESS CLOTHES | 21.3 | 69.2 | 0 | 9.3 |
| BUY FURNITURE | 50.0 | 40.6 | 1.6 | 7.8 |
| BUY APPLIANCES | 75.8 | 21.5 | 1.4 | 1.4 |
| BUY JEWELRY OR GIFTS | 52.1 | 26.7 | 16.5 | 3.8 |
| BUY LUMBER AND BUILDING MATERIALS | 85.3 | 11.8 | 0 | 2.9 |
| BUY AUTOMOBILES | 68.9 | 16.2 | 12.2 | 2.7 |
| VISIT A DOCTOR | 83.8 | 12.7 | 1.3 | 2.5 |
| VISIT A DENTIST | 71.4 | 21.3 | 3.0 | 4.6 |
| GO TO A HOSPITAL OR CLINIC | 2.7 | 83.6 | 1.4 | 12.3 |
| BUY DRUGS AND MEDICINE | 100.0 | 0 | 0 | 0 |
| BANK | 91.8 | 8.2 | 0 | 0 |
| BUY INSURANCE | 74.2 | 17.9 | 3.8 | 3.8 |
| CONSULT A LAWYER | 96.9 | 1.5 | 1.5 | 0 |
| GET CARS REPAIRED | 91.4 | 7.3 | 0 | 1.5 |
| GO FOR ENTERTAINMENT | 19.1 | 60.4 | 6.4 | 14.3 |

* COMPILED FROM SAMPLE INFORMATION OBTAINED FROM 17% OF THE POPULATION OF THE TOWN.

The chain of economic activity within Nashville is fairly easily explained. Goods produced in the area bring in outside money. Without this basic production of goods to be shipped out, it would be impossible for people within the community to buy those goods which must be shipped in. About 700 people in the township engage in production-type activities, 458 in farming and 240 in manufacturing. The money these people make and the additional services which these operations employ support about 900 workers in commercial, professional, transportation and service activities. How can the wage of one production worker furnish sufficient earnings for more than one service worker? It is because service workers do not keep their entire earnings, but in turn exchange a portion of their wages for additional goods and services within the community.

In an average community one person employed in a production-type enterprise, depending upon the salaries available, will support a total

of nine or more persons. In Nashville we see that 700 production workers support a population of 5400, or about eight to one. If, for any reason, money should fail to come into the township to these basic production activities, it is easy to see that the effect would be felt not only among production workers but also among the entire community. On the other hand, every new job created in basic production provides support for eight or nine new people.

The recently announced reductions in tobacco allotments in the southern states will have an effect upon Nashville's economy, since the raising of tobacco involves such a large proportion of the township's 458 agricultural workers. The choice has been clear to the farmer. Either he must cut back production or expect lower prices at the markets. Most farmers will not suffer drastically. The important point is that reduction of tobacco allotments is an effort to curtail a basic production-type activity which has been overproducing. This means

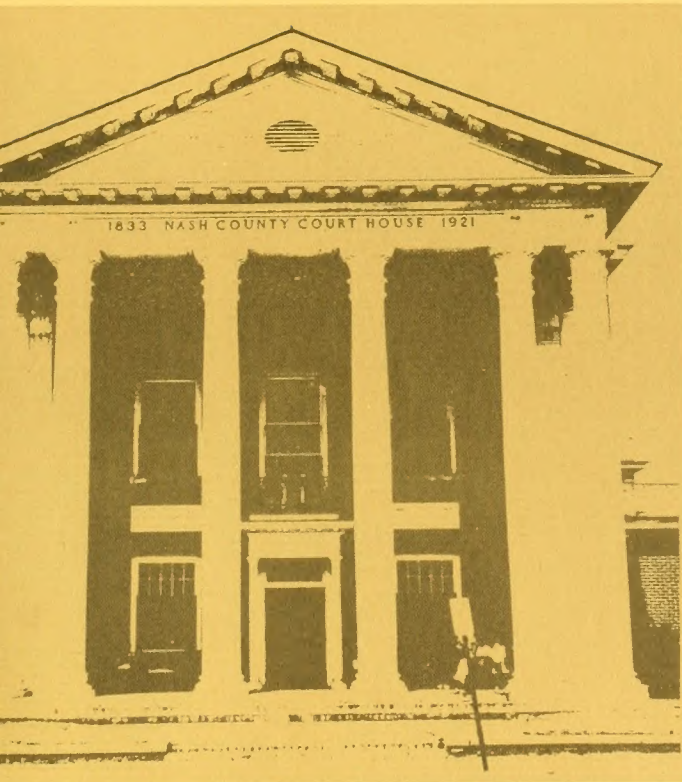
that fewer people in the southern states are and will be required to process tobacco as were at one time.

If agricultural production continues to employ fewer and fewer people in Nashville Township* with no accompanying gains in employment in other types of basic industry, the township will be faced with three possible consequences: unemployment, not only in agriculture but also among service workers; continued loss of population within the township; and increased commuting of workers to Rocky Mount. Any and all of these three occurrences will have an adverse effect upon Nashville's business community. As stated, unemployment in production-type activities will cause loss in the overall purchasing power of the community. Loss of population within the township will mean fewer customers. And when workers begin to

commute, they will tend to spend their money more and more where they make it. These prospects are further aggravated by the recent construction of a large, modern and attractive shopping center on the western side of Rocky Mount fully capable of enticing away Nashville's normally very loyal shoppers.

This does not mean that the people of Nashville may suffer as a result. In fact, they probably can live as well or even better by working and shopping in Rocky Mount. They must recognize, however, that the price will be higher. The family budget will require greater amounts for transportation. More important, without the support (through taxes and consumption of public utility services) of the business enterprises of the town, the cost of community services to the individual must increase.

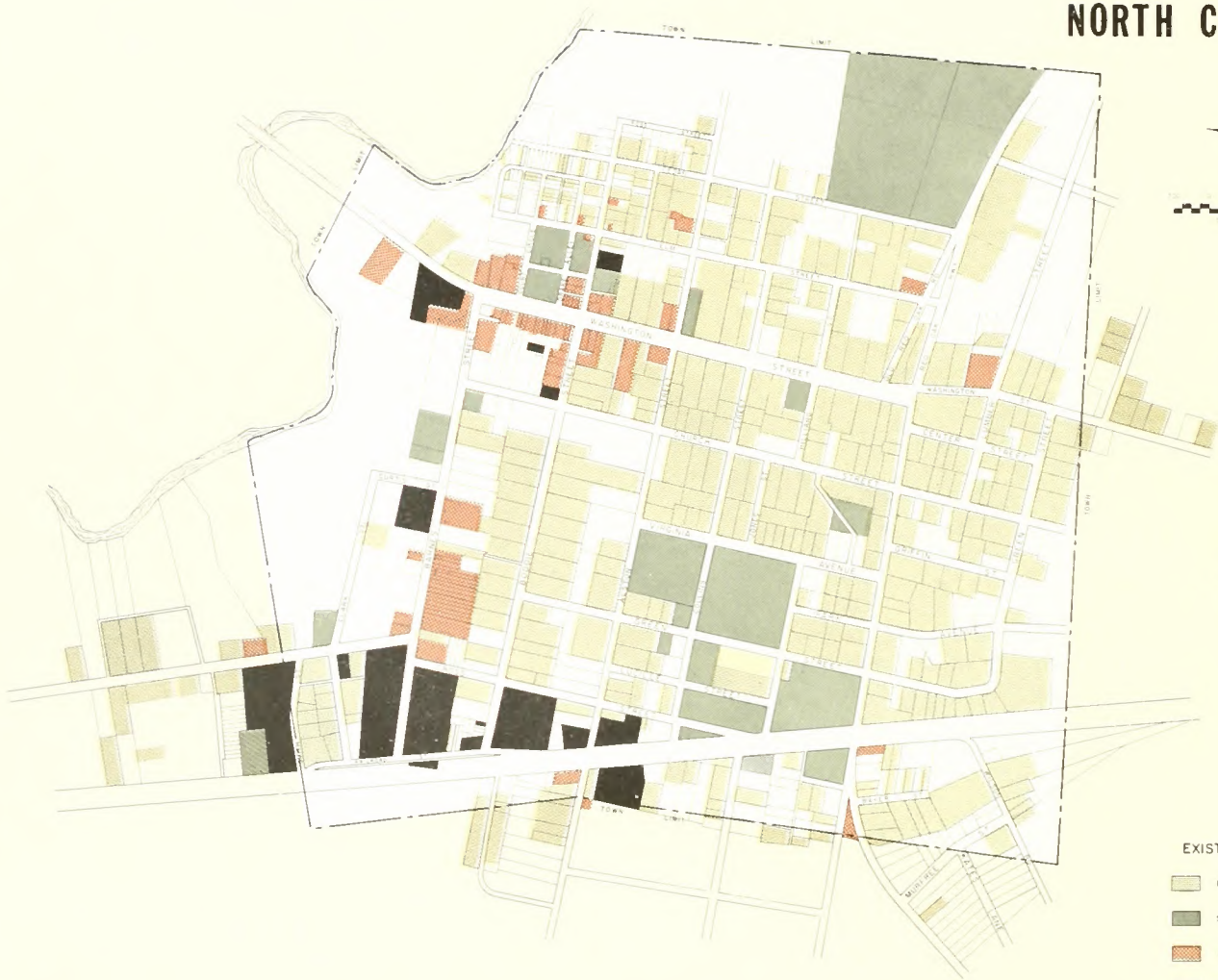
* Between 1950 and 1960 the number of agricultural workers in North Carolina declined from 359,540 to 204,888, a loss of 43%.



PHYSICAL ENVIRONMENT



NASHVILLE NORTH CAROLINA



MAP III

EXISTING LAND USE

-  RESIDENTIAL
-  SOCIO-CULTURAL
-  BUSINESS
-  WHOLESALE & INDUSTRIAL

Housing - There are 388 houses in Nashville. Of these 367 are designed for single-family occupancy. The remainder are mostly duplex units. There are no large apartment houses. The 1960 Census of Nashville reveals that there were at that time 470 housing units within the town. Forty-four of these units are contained in duplex and multi-family structures. The remaining units (426 in 1960) are contained within the 367 houses that appear to the eye to be intended for single-family use. This means that there are a considerable number of houses accommodating one or more housekeeping units or garage apartments--about 59 units in all--which are not apparent to the casual observer.

The following is a close approximation of the types of dwellings in Nashville:

| | Houses | Units |
|---|------------|------------|
| Single-family houses | 315 | 315 |
| Single-family houses with housekeeping units | 52 | 111 |
| Duplexes | 19 | 38 |
| Multi-family dwellings | 2 | 6 |
| Total number of houses | <u>388</u> | |
| Total number of housing units | | <u>470</u> |

Twenty of these are one-room

units. Nineteen contain two rooms; 45, three rooms; 118, four rooms; 84, five rooms; 95, six rooms; 43, seven rooms; while 46 units have eight rooms or more. A total of 45 dwelling units are overcrowded, that is, have less than one room per person. Thirty-two of these are occupied by colored.

Two hundred fifty-one dwellings are owner-occupied. Two hundred five are occupied by renters. Of the

homeowners 198 are white; 53, colored. In 1960 ten dwelling units were vacant. Three were for rent, and one for sale. The others apparently were out of use.

Chart XI on the following page provides statistics from the 1960 Census on the condition of housing in Nashville. Map IV on page 24 shows the location of housing and the general condition of structures.

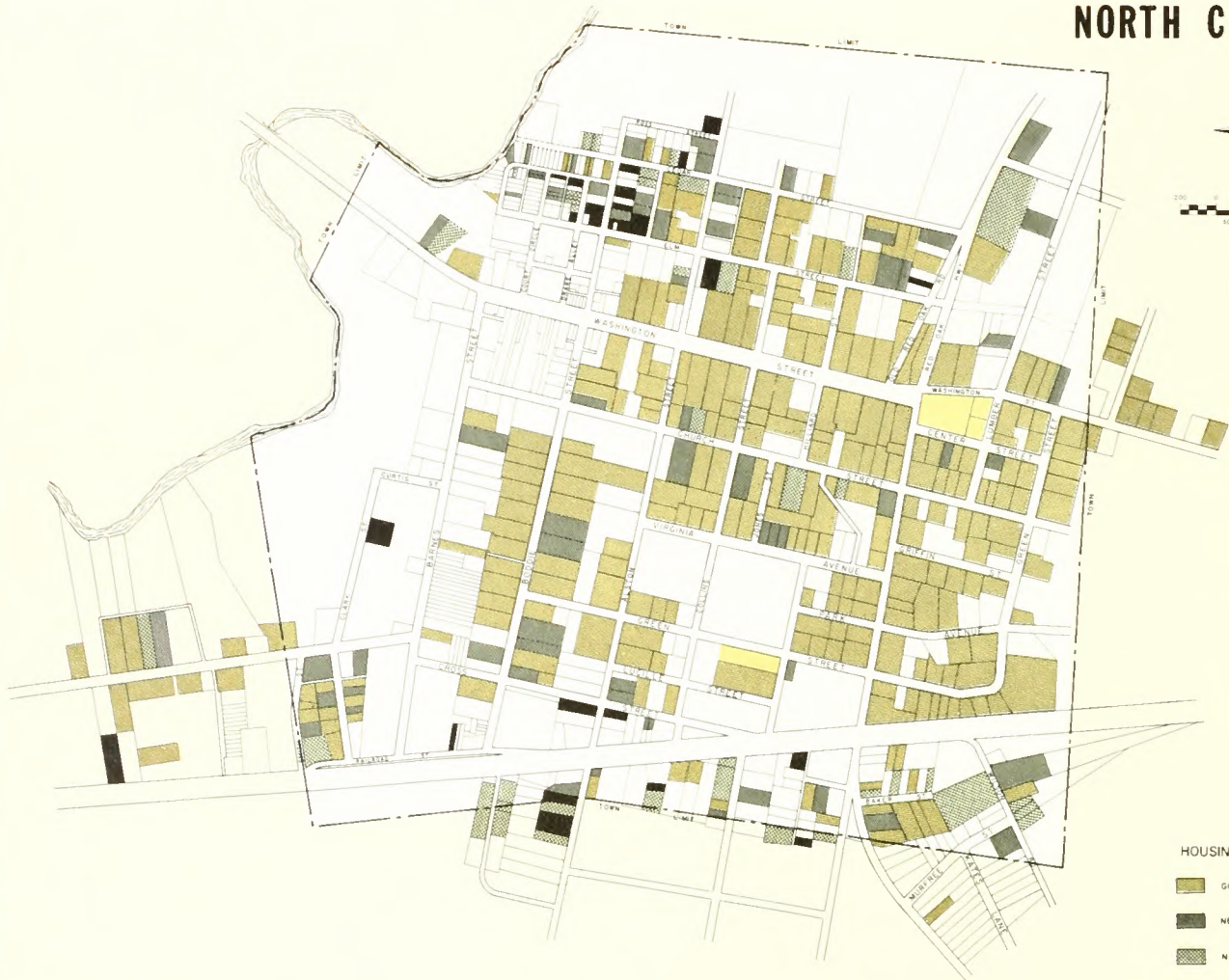
CHART XI
HOUSING CONDITIONS IN NASHVILLE

| | <u>ALL BUILDINGS</u> | <u>NON-WHITE OCCUPANCY</u> |
|---------------|--|--|
| SOUND | 381 | 59 |
| | 325 WITH ALL PLUMBING FACILITIES | 28 WITH ALL PLUMBING FACILITIES |
| | 14 LACKING ONLY HOT WATER | 31 LACKING SOME OR ALL PLUMBING FACILITIES |
| | 42 LACKING PRIVATE TOILET OR BATH OR RUNNING WATER | |
| DETERIORATING | 58 | 46 |
| | 8 WITH ALL PLUMBING FACILITIES | 2 WITH ALL PLUMBING FACILITIES |
| | 7 LACKING ONLY HOT WATER | 44 LACKING SOME OR ALL PLUMBING FACILITIES |
| | 43 LACKING PRIVATE TOILET OR BATH OR RUNNING WATER | |
| DILAPIDATED | 31 | 26 |

NASHVILLE NORTH CAROLINA



200 0 200 400 600
SCALE IN FEET



HOUSING CONDITIONS

-  GOOD
-  NEEDS MINOR REPAIRS
-  NEEDS MAJOR REPAIRS
-  BEYOND REPAIR

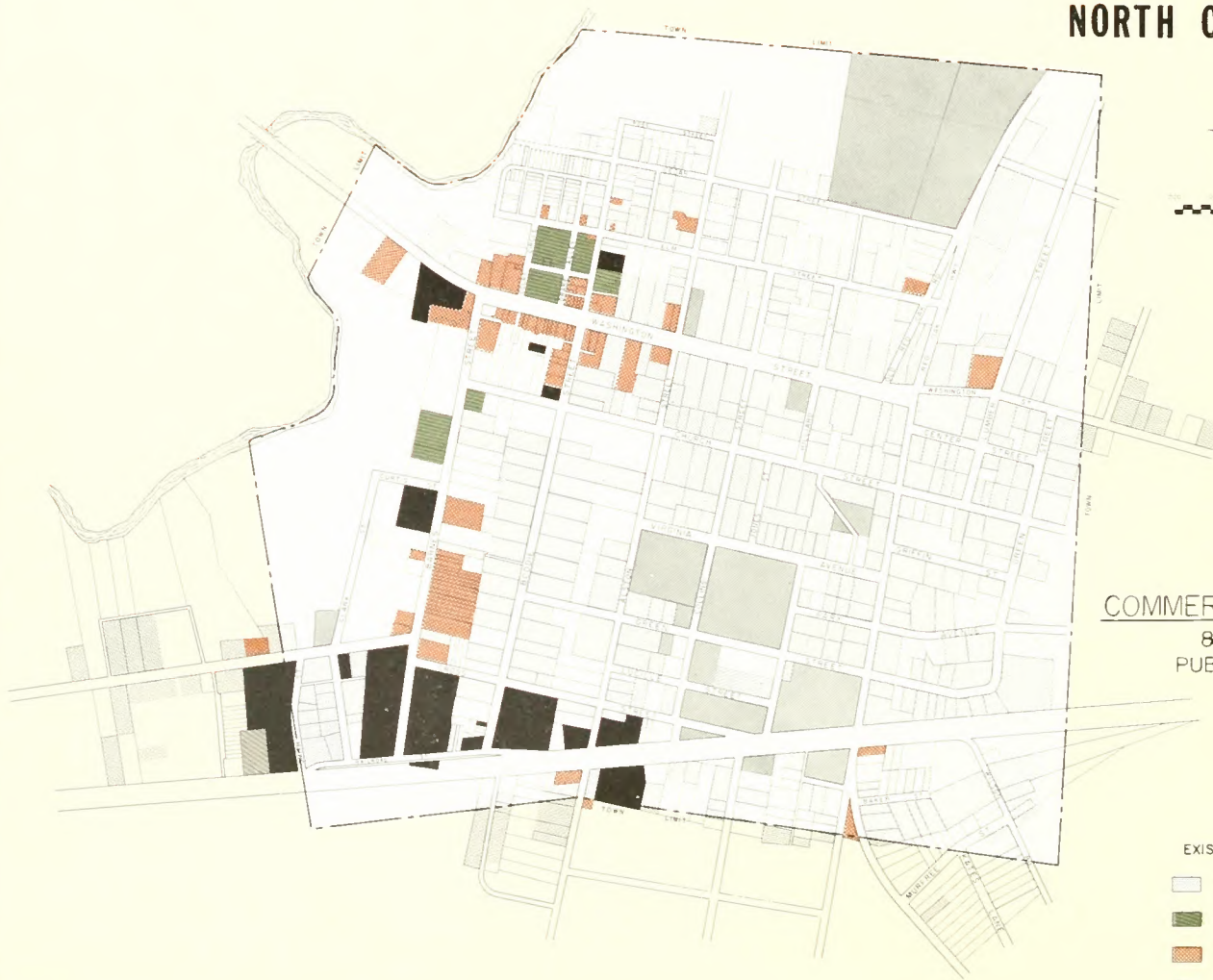
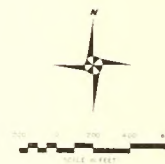
The majority of homes in Nashville are placed in spacious surroundings. Two hundred fifty-one of the 388 houses rest on lots 10,000 square feet in size or larger. Most of the older, two-story homes on Boddie Street, for example, have lots 100 feet by 250 feet in size--more than a half-acre. The most significant concentration of small lots is contained within a three block area just north of the County Court House. This area of Negro housing contains 67 lots, most of which are 25 feet by 100 feet. Fortunately there are only 26 structures on them. Nevertheless, this small area remains as a high concentration of population. On the north end of Drake Alley, for instance, there are seven families living on the west side of the street. The area these seven families occupy is exactly

the same as the typical one-family lot found further south on Boddie Street, 100 by 250.

The conclusion that one reaches upon appraisal of housing in Nashville is that, generally, homes are commodious. Some, in fact, are elegant. Notwithstanding, there are two areas where housing is substandard and deserving of particular attention.

The prospects for a newcomer to Nashville finding good housing within the town limits is poor. Since natural increase within the town seems to be on the decline, this non-availability of housing may make it difficult for the town to avert a general decrease in total population within its present limits.

NASHVILLE NORTH CAROLINA



MAP V

COMMERCIAL DISTRICT
& ASSOCIATED
PUBLIC FACILITIES

EXISTING LAND USE

-  RESIDENTIAL
-  SOCIO-CULTURAL
-  BUSINESS
-  WHOLESALE & INDUSTRIAL

Commercial districts - Nashville contains two major areas of commercial activity, the central business district surrounding the Court House, and a secondary business area centered about the Ford dealership on Barnes Street. In addition to these there are occasional businesses scattered throughout the town. Especially in the Negro districts, both north of the Court House and south of the railroad, there are numerous small corner stores. And on the corner of Washington Street and Lumber Street there is a cafe.

The main part of the central business district clusters about the Court House and extends along Washington Street from Nash Garment Factory to a point about 150 feet east of Boddie Street. Outside this main concentration of business activity, commercial use begins to dwindle, with some business places on Washington between Boddie and Alston and some on Boddie Street both north and south of

Washington. Two of the newest commercial buildings in town are beyond the main downtown area as described. There is a new bank around the corner on Barnes Street and a new restaurant out past Nash Garment Company on Washington.

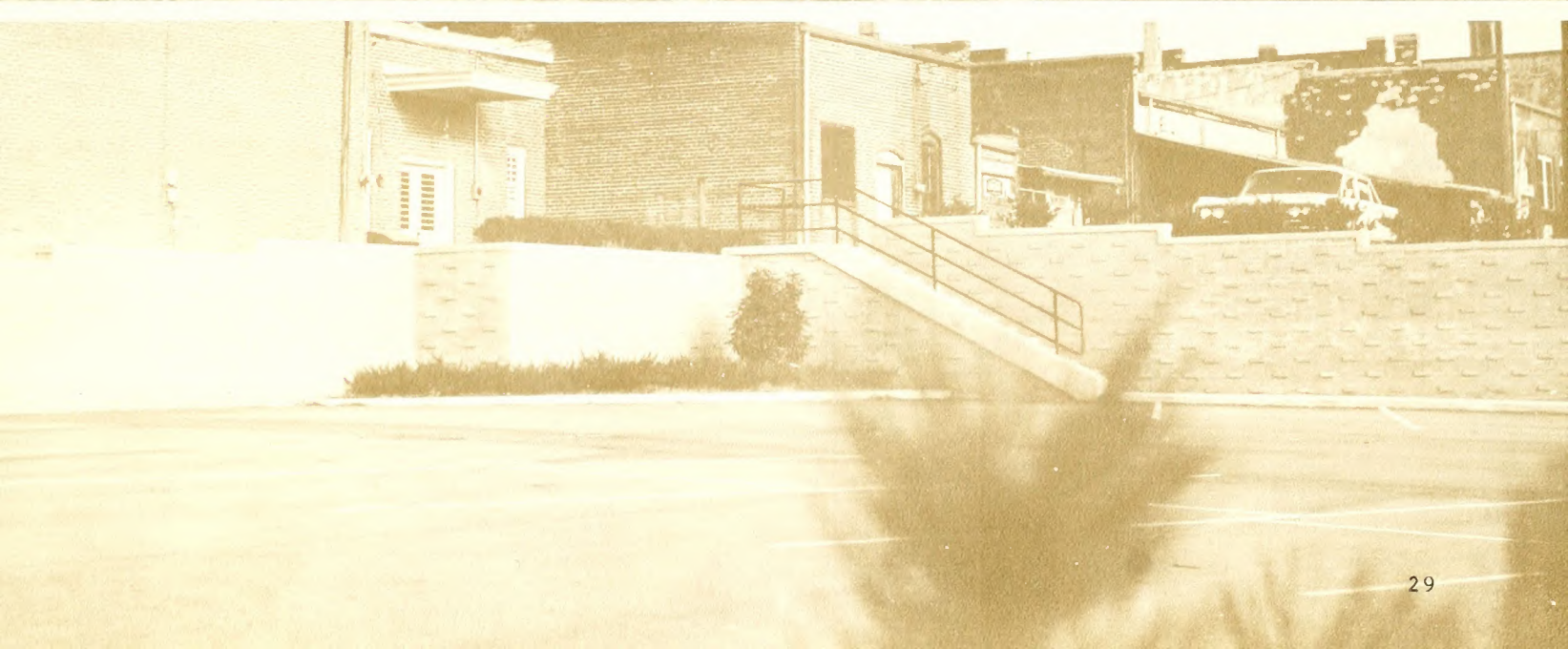
The emergence of new buildings on Barnes Street is tending to bridge the gap between the small commercial district on its south end and the downtown area to the north. Two of these buildings are government-owned, the Nash County Memorial Health Center and the Post Office. In addition a Masonic Lodge and a funeral home have been built just south of the Health Center.

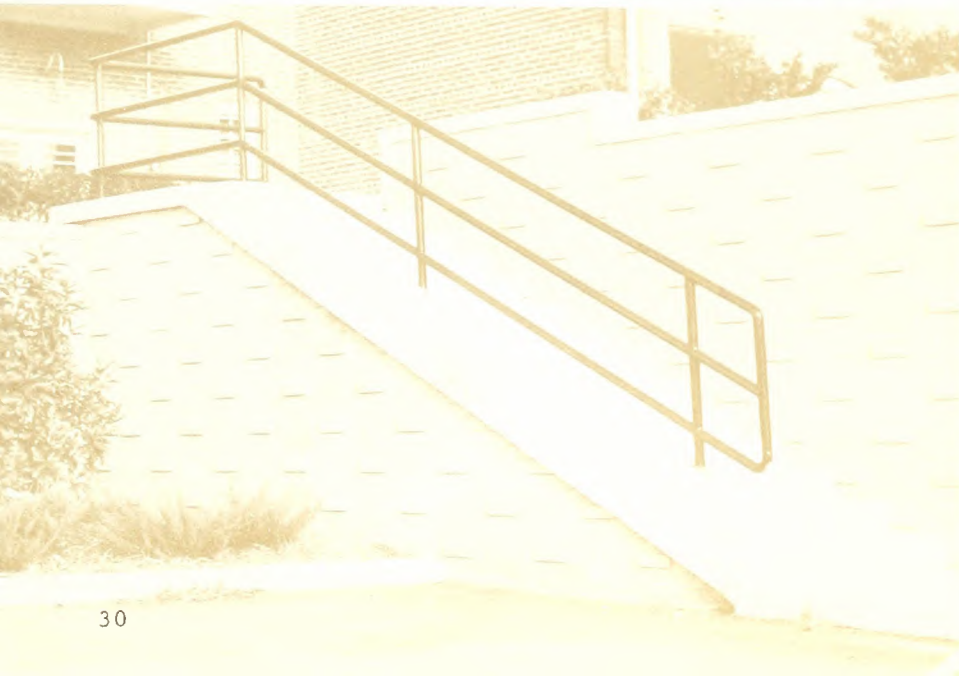
The lodge, the health building, the Post Office, the County Court House, and the Town Hall opposite the County property are classified as socio-cultural uses. They have much kinship, however, to the commercial activity of the town.



One of the greatest problems in the downtown area is parking. As can be seen at left, parked cars line Washington Street almost constantly during business hours.

In contrast, behind the stores there is considerable space for parking cars that is not used. The bank parking lot, newly paved and provided with a stair to the stores which face Washington Street is only a matter of a hundred steps from the Washington Street sidewalk. Yet, as seen in the photographs at the right, the space at the rear of the stores stays empty while Washington Street stays full.





Perhaps this is explained when one sees the facilities offered for getting from the rear of the downtown stores to the front. After ascending the bank's parking lot stairs, a person must cross a dirty, unpaved driveway and walk through a littered alleyway. On each side there are solid brick walls that offer nothing to look at but a few childish scrawls. It is no wonder that few people are seen in these surroundings.

Outside the business district parking is ample. The governmental uses on Barnes Street provide paved parking lots. The stores on the south end of Barnes have sufficient off-street parking, most of it unpaved. The new restaurant on Washington is set back far enough from the street that cars can park in front.

The arrangement of commercial

uses within Nashville is very satisfactory. The major commercial and civic uses are concentrated, offering considerable convenience for persons who need to accomplish a variety of tasks when they come to the business district. Those activities which are scattered in the residential areas are primarily of a convenience type, oriented to the pedestrian in the neighborhood. Although most are somewhat run down, they serve a limited function that probably will not be replaced for some time.

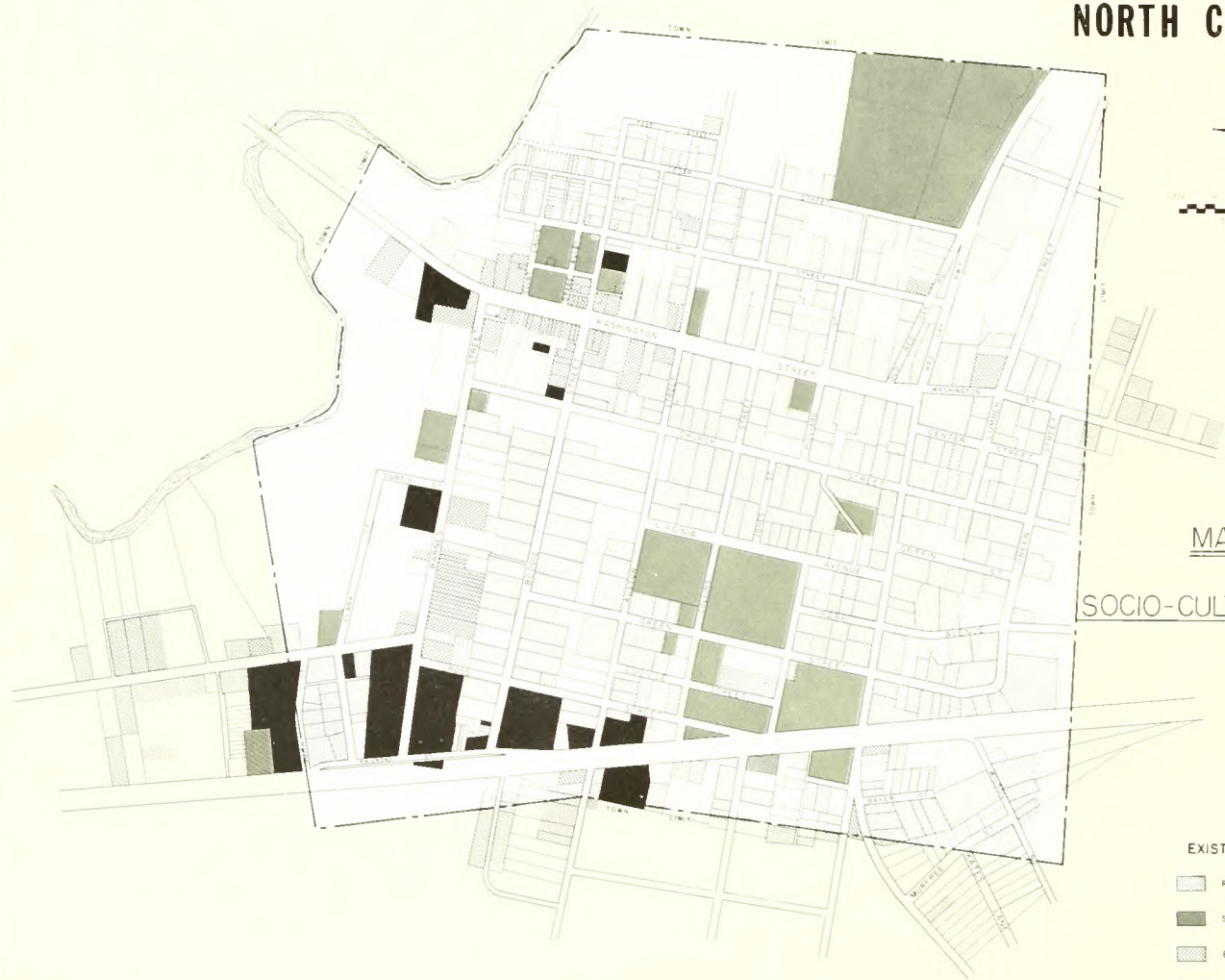
Almost all new business places have recognized the need for ample parking space. Lack of parking in the downtown area remains, then, as the only significant problem to the healthy function of commercial activity within the town. This problem can be overcome.

NASHVILLE NORTH CAROLINA



MAP VI

SOCIO-CULTURAL USES



- EXISTING LAND USE
-  RESIDENTIAL
 -  SOCIO-CULTURAL
 -  BUSINESS
 -  WHOLESALE & INDUSTRIAL

Socio-cultural uses - In Nashville 38.7 acres of land are devoted to socio-cultural uses. In addition 2.2 acres are owned by the town which are presently undeveloped. Churches occupy 3.4 acres. The cemetery comprises 18 acres within the town. Schools and recreation use 13.1 acres. Other socio-cultural uses are the Court House property, 2.2 acres total; the Town Hall site, 0.5 acres; the Post Office, 0.3 acres; the Health Center, 0.9 acres; and the Masonic Lodge, 0.3 acres--all previously discussed because of their relationship to the business life of the community.

Church sites in Nashville range from a half acre in size, such as at the Nashville Baptist Church, Methodist Church and Church of God, up to 0.9 acres as provided at the Galatia A.M.E. Church and the small, little-used church building off of Church Street. All provide insufficient off-

street parking for average congregations. The largest congregations use the smallest sites and, therefore, create the greatest parking problems.

The 13.1 acres provided for schools and school-associated playgrounds within the town is, perhaps, adequate for the future enrollment. A minimum of five acres is recommended for elementary schools, while 9 to 13 acres is preferred. For recreational purposes one acre for each one hundred persons in a community is generally given as a minimum standard. This, of course, need not be at one location.

The greatest problem with Nashville's existing one location for school and recreational use is that the properties are badly divided by streets into three sections. Green Street, for example, is not really necessary to move traffic and has no need to continue between the school

and the recreational areas opposite.

The sports field provides both a football field and a baseball diamond. It is lighted for night play, but unless portable bleachers are brought in there is little seating capacity. The baseball backstop is in need of repair.

A combination tennis and basketball court is provided nearby. It has a good paved surface, but its enclosures are rusting and beginning to fall down.

In general, the school and play-

grounds are very practical and usable. They are in need of routine maintenance. More important, though, Nashville's recreational facilities are in need of the kind of park-like setting and the kind of care which will make people feel proud of them and want to use and enjoy them.

The cemetery in town is quite large. Most of its area is in use at present, but it will accommodate probably as many new graves as it presently contains. Expansion of this facility will not be necessary, since, as need arises, new cemeteries can be established outside the community.

Industrial areas - There are thirteen properties in Nashville which have been classified in the broad sense as industrial on the Existing Land Use Map. On the following page is an inventory of these industrial, warehousing and major repair operations accompanied by a map showing their locations.

In general, industries within Nashville are well located. The garment factory's downtown location brings people daily into the business district, a great help to the local economy. All heavy production processes are located together near the

railroad. Since there is not a great variety of land uses within the town, it is necessary that at some point this industrial district come in contact with residential areas. This has not been accomplished entirely successfully in Nashville. In one instance a house on Cross Street faces directly upon the cotton gin. In another instance the feed mill is the neighbor of two of the most elegant homes in the community. As mentioned elsewhere, several houses along Clark Street have the saw mill for a neighbor. In most cities today these relationships would not have been permitted to develop.

INVENTORY OF INDUSTRIAL USES OF LAND IN NASHVILLE

Braswell Milling Company is an agriculturally oriented industry. Primarily a feed mill but also engaged in other farm product sales. The operation occupies a tract of land on the east side of Alston Street between Cross Street and the railroad, a total of 0.9 acres. Sufficient space is provided for parking and loading. The main loading area is directly adjacent to Alston Street and gains access from it, thus causing a minor degree of congestion on a rural thoroughfare. Operations are spaced out on the property so as to be uncrowded. Nitrogen fertilizer, a not particularly hazardous substance, is stored on the site a reasonable distance from the main activities on the property.

The Cotton Growers' Co-operative Warehouse, located at Smith Street and Business Route 64, is a large storage facility occupying 3.1 acres. The installation provides both off-street parking and loading and has room for expansion to the rear.

Farmers Supply and Gin Company utilizes 2.2 acres of land between Cross Street and the railroad on the east side of Boddie Street. Nitrogen fertilizer is stored on the property along with cotton bales. Once again, this probably is not a hazardous situation. The ginning process, as seems to be typical of all cotton gins, places a considerable amount of material into the air. Along Cross Street discarded cotton bolls are stacked in piles creating a possible fire hazard. The great majority of the property is fully utilized, but some expansion of the operation could be accomplished at this location.

Morris Brothers Wholesale Distributors use a 0.4 acre site at Alston Street and the railroad. This warehouse provides ample space for off-street loading. The building is in poor condition and is situated adjacent to a railroad spur that is no longer in use. Expansion, therefore, is not likely at the present location.

The Nash County Garage, located in the downtown area near the Court House, represents a governmentally owned repair facility which is classified industrial because it is a major repair operation. The 0.3 acre site is fully occupied and provides an excellent paved driveway and parking area. Adjacent vacant land provides space for expansion, but in all likelihood the facility will be moved should expansion be necessary.

The Nash County School Warehouse provides storage space for the county school system on a 0.2 acre site at the corner of Boddie and Church Streets. The warehouse is small and apparently overcrowded, since many materials must be stockpiled beneath the building. Off-street parking is provided, but seems also to be somewhat crowded. Since expansion of this facility at its present location would use additional space in the town's major commercial area, the facility should be relocated elsewhere at some time in the future.

Nash Garment Company, occupying a 1.3 acre tract of land on Washington Street west of Barnes, represents one of Nash-

ville's chief employers. The present site is fully utilized. Some off-street parking is provided, but not nearly enough for the number of workers employed. The industry is a clean operation, entirely suitable in its downtown location. There is vacant property adjacent which can be used for expansion.

Nash Gas and Oil Company is located at Barnes Street and Curtis. An open site of 1.2 acres provides the space for the gas and oil storage tanks needed in this fuel supply operation. The property is kept neat and clean. The tanks constitute somewhat of a hazard for adjacent properties, most of which are undeveloped. A few nearby houses would be seriously affected should any fire or explosion occur, but the tanks are well away from major street traffic and at a reasonable distance from the recently constructed funeral home across the street.

Nashville Building Supply Company is a primary employer and major industry in Nashville. It occupies sites on both sides of Barnes Street between Cross Street and the railroad, a total of 5.7 acres. On the east side of Barnes there are a warehouse and an open storage yard. The west side of the street is used as a saw mill and lumber yard. Lumber is stored in the open, attractive for vandalism and theft, and is placed very close together near the sawdust incinerator and steam boilers. The most hazardous aspects of the operation are closest to nearby housing on Clark Street. Dense smoke is emitted occasionally, but not objectionably. Use of two sides of the street causes congestion on a rural thoroughfare. The little off-street parking that is provided for employees further aggravates this situation. The present sites are crowded, and little expansion room is available.

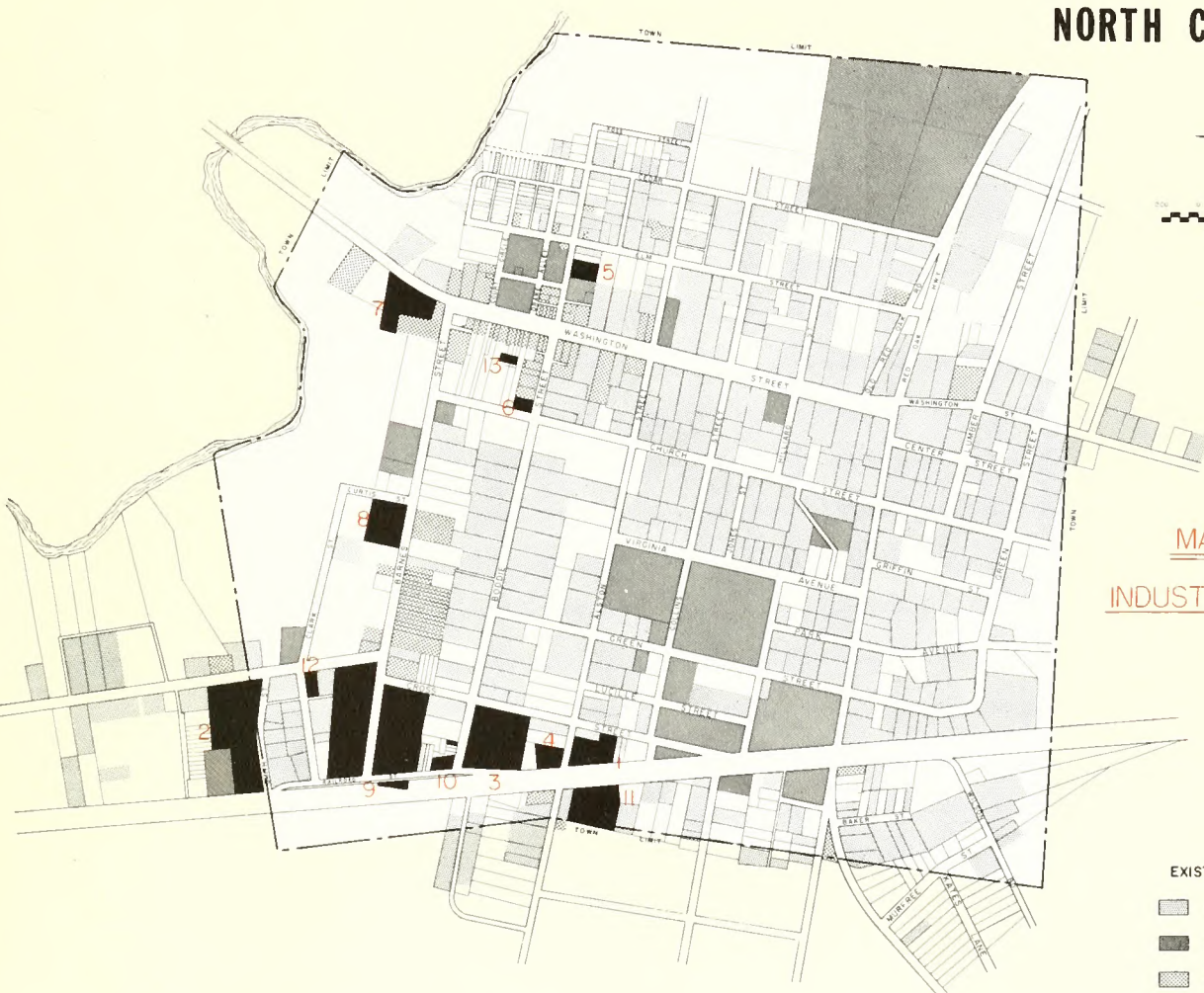
Nashville Recappers is a small business service and repair facility which occupies 0.2 acres on Boddie Street at the railroad. Its facilities seem to be adequate for the type of operation involved. Recent fires occurring in this type of business, however, raise a question as to the adequacy of the structure in which this recap shop is housed.

Planters Cotton Oil Company occupies a 1.3 acre site on the south side of the railroad at Alston Street. There is ample space for parking and loading, and room for expansion.

E. A. White Plumbing and Heating Company is a small business classified industrial because it does not involve retail sales primarily at the site. It occupies 0.2 acres at Clark Street and Business Route 64. Off-street parking is provided, but insufficient space is available for storage of materials. Outside storage infringes upon the Clark Street right-of-way. Should the concern need to expand, a new location would probably have to be sought.

In addition to these industrial uses a small building in the central business district behind its main row of stores is used for warehousing. It occupies a space that could better be used for the additional parking which the downtown stores need.

NASHVILLE NORTH CAROLINA



MAP VII
INDUSTRIAL AREAS

- EXISTING LAND USE
- RESIDENTIAL
 - SOCIO-CULTURAL
 - BUSINESS
 - WHOLESALE
 - INDUSTRIAL

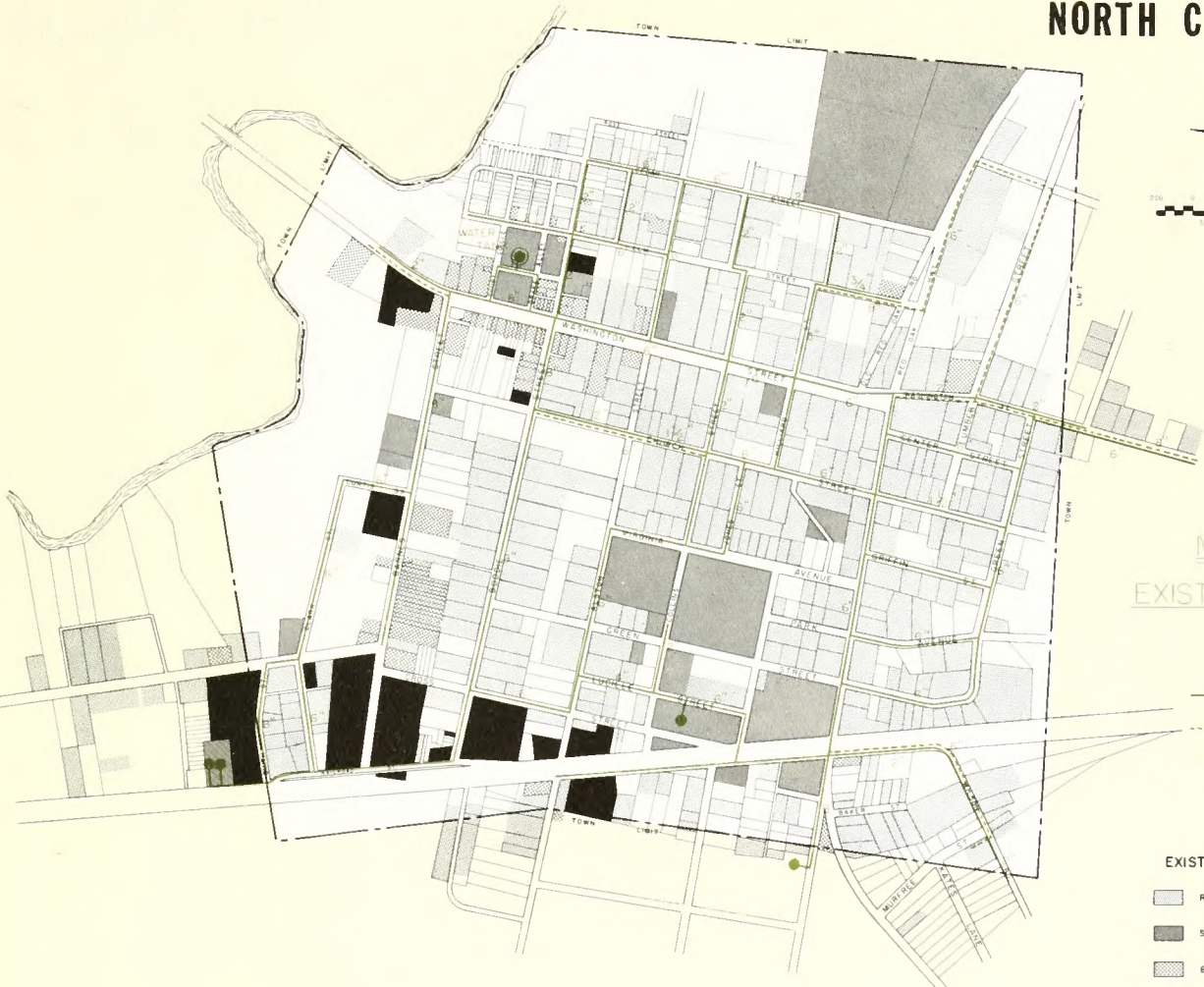
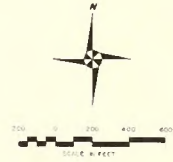
Transportation and utilities - Thirty-four percent of the Town of Nashville is devoted to street and railroad right-of-way, a total of 132.7 acres. Within these rights-of-way lay the majority of the water, sanitary sewer, storm drainage and electric distribution lines of the community.

Streets in the town are remarkably convenient and free from heavy traffic. During business hours movement is slow on Washington Street in front of the Court House. Barnes, Boddie and Alston Streets are sometimes slightly congested in the vicinity of the railroad industrial area. But, generally, safe and ade-

quate streets are among Nashville's greatest assets. Maps of the town-owned utility services are included for reference.

Vacant land - Of Nashville's 453.5 acre area 34.1% is vacant, unused land. Along Stoney Creek there are some large parcels of unused acreage, but the majority of this land is vacant because it is not as suitable for building as the higher, more level land to the south and east. In the remainder of the town the vacant tracts are scattered throughout the developed area. Most are small. Few are in excess of one acre, and, usually, the larger open areas are in two or more ownerships.

NASHVILLE NORTH CAROLINA



MAP VIII
EXISTING WATER
LINES

- EXISTING LINES
- - - PROPOSED LINES
- WELLS

EXISTING LAND USE

- RESIDENTIAL
- SOCIO-CULTURAL
- BUSINESS
- WHOLESALE & INDUSTRIAL

NASHVILLE NORTH CAROLINA



MAP IX
EXISTING SEWER
MAINS



- EXISTING LAND USE
- RESIDENTIAL
 - SOCIO-CULTURAL
 - BUSINESS
 - WHOLESALE & INDUSTRIAL

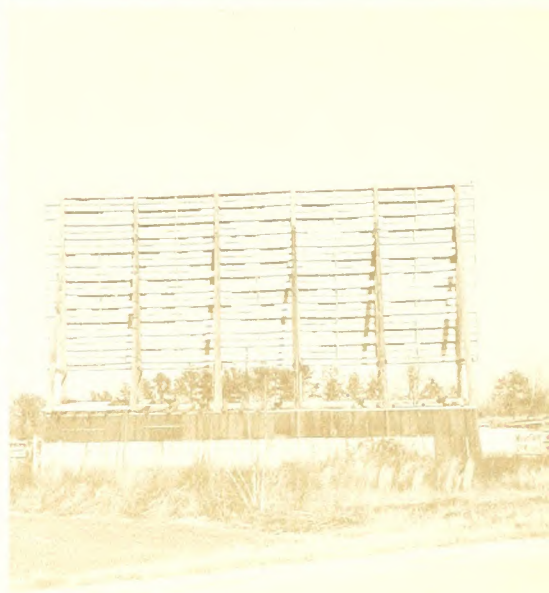
In addition to the actual functions or uses that men assign to particular tracts of land within a community, the appearance that these functions give to the passerby undoubtedly has a decisive effect upon the desirability of the town. One of the unique characteristics of this quality of appearance is that it takes form as an image in the minds of the many people whose perception creates it, rather than existing totally as a fact. These subjective impressions necessarily give rise to a wide diversity of opinion as to the general attractiveness of a community or area.

Because of this, the quality of

appearance illudes precise analysis. Nevertheless, the appearance of a community can be surveyed, and some conclusions can be derived concerning it.

The photographs on the following pages present views of the Town of Nashville that easily catch the eye of a passerby. Half of the photos are intended to represent sights that give the town a good appearance. The other half are intended to show just the opposite. It is not necessary to say which is which. The majority of people easily recognize the places that are pleasing to the eye and those that are not.





From these comparisons one can make certain deductions regarding physical appearance within Nashville or, for that matter, within any town. Landscaping seems to make a significant difference. In a place where people live one expects to see natural vegetation in control. Weeds present an unfavorable sight as opposed to the attractive appearance given by an evenly clipped lawn and carefully placed shrubs. Buildings that are well maintained give a better impression than those that need paint and minor repairs. Buildings that are given new coats of paint frequently, regardless of how old or modest they may be, have a freshness that is obvious to the eye.

Everyone seems to appreciate neatness and order, whereas clutter

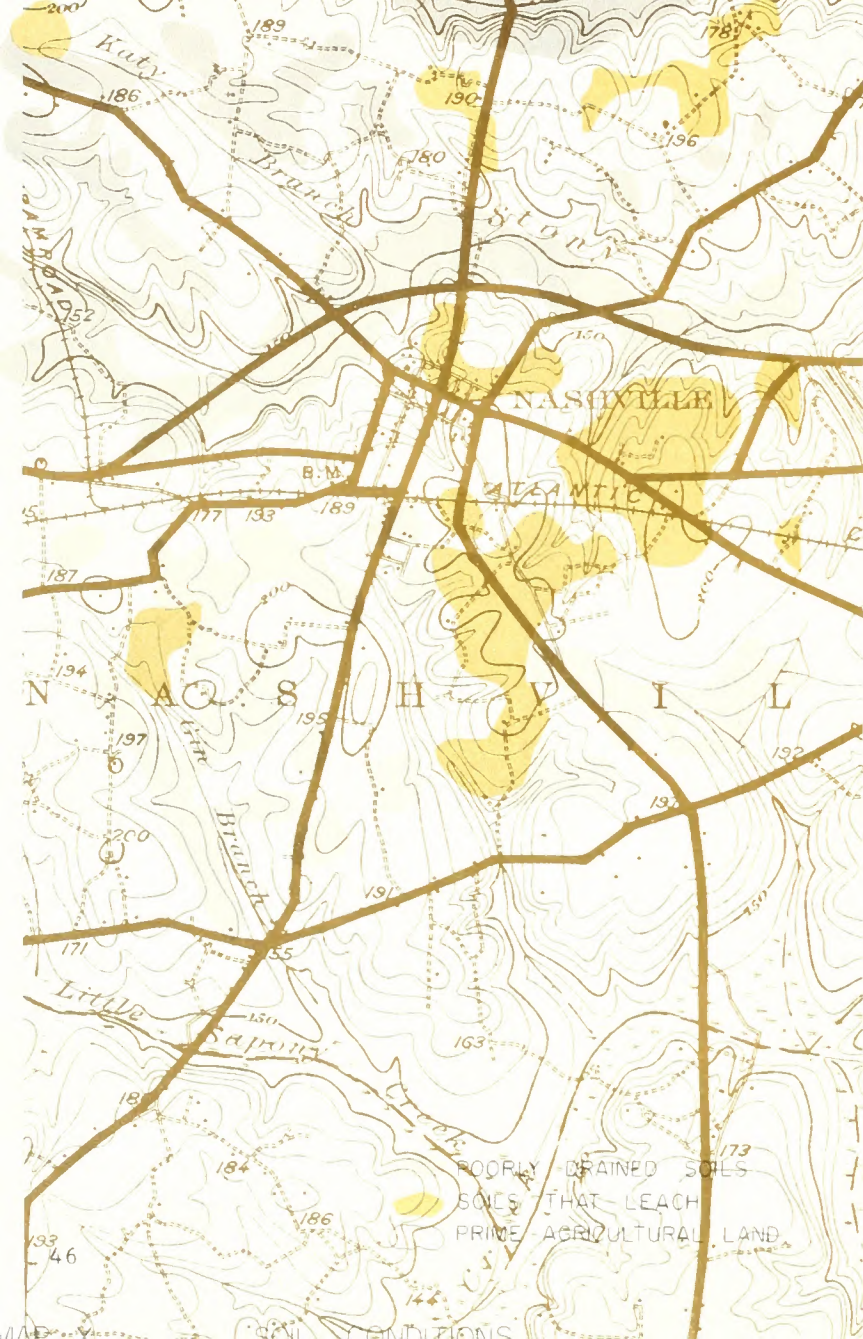
creates an unsavory appearance. People also seem to enjoy old things and quaint things. They like to see well preserved historic buildings, but old things that have been discarded or have no more use become trash in the eyes of the observer.

Nashville has the good and the bad of each point mentioned. Viewed as a whole, the good far outweighs the bad. Most people consider Nashville a very attractive town. In a survey of a portion of the population of the community, time and again the town was described as a clean, pleasant community. Even so, it is reasonably clear that not all is clean and that not all is pleasant to view. Some portions of the community detract from the overall impression that one receives. These areas deserve attention.



ARRINGTON'S GRILL

BOOK MOBILE
WHEEL MEMORIAL LIBRARY



Thus far this analysis of physical environment has dealt with the Town of Nashville specifically. As pointed out in previous sections, the town cannot be separated from its surroundings in the minds and activities of the people who frequent the area. If physical growth of the town is to occur, expansion will most likely take place in the surrounding area. For these reasons, it is important to know something about the environs of the town to deduce which areas are most likely to remain agricultural, which areas have the best chance to develop for urban purposes, and which areas are most likely to remain unused.

Map X depicts the soil conditions around Nashville. The gray areas are poorly drained soils. They are good neither for agriculture nor for urban development. The yellow

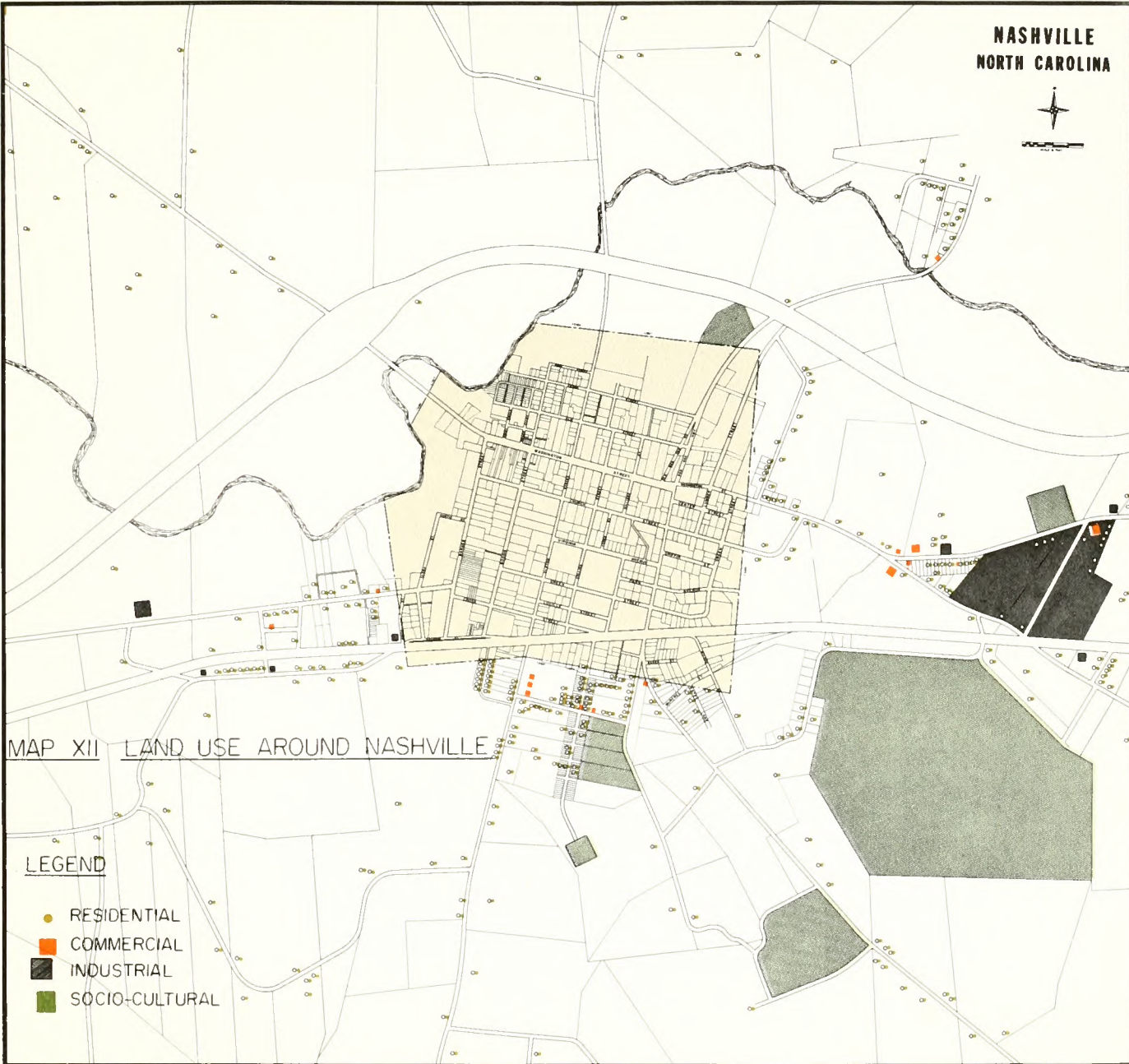
sewer services can be expanded. Since present outfall and proposed sewage treatment facilities are in an area on the western side of Nashville and since the natural drainage of the town flows eastward, expansion of sewerage any farther east can be accomplished only with lift stations to move the refuse upstream. In contrast, the western surroundings of Nashville flow naturally toward the outfall location thus making these areas capable of being served within the capacity of the treatment facilities provided.

Map XII shows the existing land-use pattern in Nashville's extraterritorial area. The major accumulation of urban development outside the town limits is on the eastern

side. This immediately pinpoints a significant problem in regard to Nashville's ability to expand. In light of soil characteristics and existing land-use patterns, the lands most preferred for urban development are on the side of town that is the most difficult to serve with either Nashville's present or proposed sewer facilities.

Unless this problem can be solved satisfactorily, the capacity of this eastern section to urbanize will be sorely limited. The pressures of urbanization in eastern Nash County will be forced, in such a case, to find other locations either on prime farmlands on Nashville's western fringe or near other urban areas.

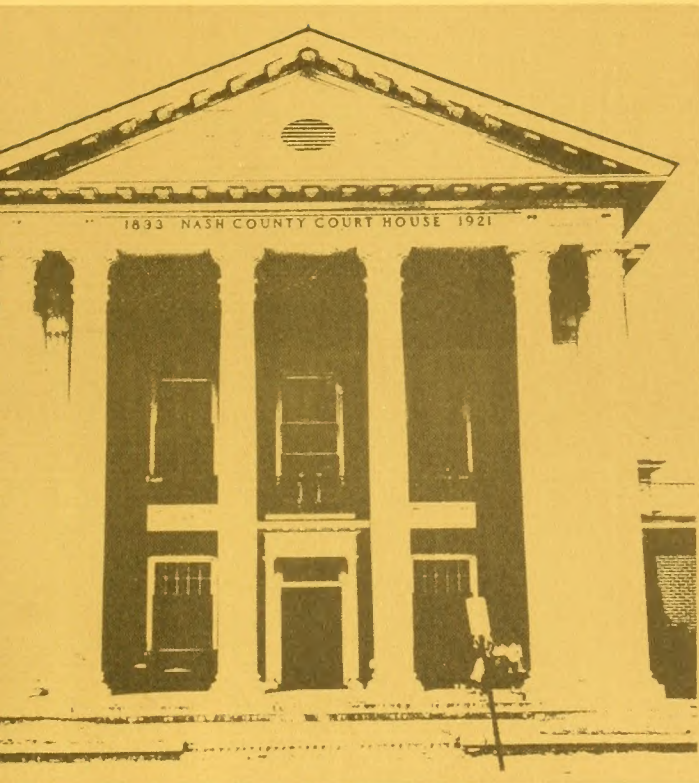
NASHVILLE
NORTH CAROLINA



MAP XII LAND USE AROUND NASHVILLE

LEGEND

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- SOCIO-CULTURAL



PUBLIC ATTITUDE

Community Attitude Survey

about this
 1. Garbage collection
 2. Gas pressure (looking and heating)
 3. Electricity

particularly dislike about this
 1. High rents
 2. Reasonable rates
 3. Good residential home construction
 4. Reasonable prices for income families

What do you think are the five most important things which we should do to make this a better community?
 1. More recreation
 2. More police
 3. More fire department
 4. More street lights
 5. More sidewalks

What do you think are the five most important things which we should do to make this a better community?
 1. More recreation
 2. More police
 3. More fire department
 4. More street lights
 5. More sidewalks

THIS SCHEDULE HAS BEEN DESIGNED TO FACILITATE LOW PROCESSING
 1. In your household who do not work for pay
 2. Where do you usually

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

PART A

1. Is there anything that you particularly like about this community?
 The people are friendly. The playgrounds are good. I enjoy the people here. The community has been just like having a big brother.

2. Is there anything that you particularly dislike about this community?
 Some like that we don't have a fire department. The streets are not clean. The sidewalks are not paved. The houses are not built well.

3. In your opinion what are the five most important things which we should do to make this a better community?
 1. More recreation
 2. More police
 3. More fire department
 4. More street lights
 5. More sidewalks

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

Community Attitude Survey

3. 4-7 years
 4. 8-15 years
 5. Over 15 years
 62. Highest grade completed? (Number of persons 25 or older who have started that educational experience)

PART A

1. Is there anything that you particularly like about this community?
 The people are friendly. The playgrounds are good. I enjoy the people here. The community has been just like having a big brother.

2. Is there anything that you particularly dislike about this community?
 Some like that we don't have a fire department. The streets are not clean. The sidewalks are not paved. The houses are not built well.

3. In your opinion what are the five most important things which we should do to make this a better community?
 1. More recreation
 2. More police
 3. More fire department
 4. More street lights
 5. More sidewalks

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

63. Number of persons 15 or over who have started that educational experience

PART A

1. Is there anything that you particularly like about this community?
 The people are friendly. The playgrounds are good. I enjoy the people here. The community has been just like having a big brother.

2. Is there anything that you particularly dislike about this community?
 Some like that we don't have a fire department. The streets are not clean. The sidewalks are not paved. The houses are not built well.

3. In your opinion what are the five most important things which we should do to make this a better community?
 1. More recreation
 2. More police
 3. More fire department
 4. More street lights
 5. More sidewalks

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

Community Attitude Survey

PART A

1. Is there anything that you particularly like about this community?
 It is a clean town. The town employees have been most cooperative. Excellent drinking water. People seem to be friendly. Good schools.

2. Is there anything that you particularly dislike about this community?
 Nothing especially.

3. In your opinion what are the five most important things which we should do to make this a better community?
 1. Controlled recreation for children
 2. Better more sidewalks
 3. Park facilities
 4. House to have mail service

| | Nashville | Rocky Mount | Elsewhere in Nash County | Outside Nash County |
|-----------------------------------|-----------|-------------|--------------------------|---------------------|
| Buy groceries | | | | |
| Buy everyday clothes | | | | |
| Buy dress clothes | | | | |
| Buy furniture | | | | |
| Buy appliances | | | | |
| Buy jewelry or gifts | | | | |
| Buy lumber and building materials | | | | |
| Buy your automobile | | | | |
| Buy farm equipment | | | | |
| Visit a doctor | | | | |
| Visit a dentist | | | | |
| Go to a hospital or clinic | | | | |
| Buy drugs and medicine | | | | |
| Bank | | | | |

61. Number of persons 15 or over who have started that educational experience

PART B (cont.)

1. Under 1 year
 2. 1-3 years
 3. 4-7 years
 4. 8-15 years
 5. Over 15 years
 62. Highest grade completed?

1. 8th grade or less
 2. Some high school
 3. High school graduate
 4. Some college
 5. College graduate

Members of household?
 63. All ages-Total
 64. Children-Total
 65. Under 6 years
 66. 6-13
 67. 14-17
 68. 18-19
 69. 20-29
 70. 30-39
 71. 40-59
 72. 60 and over

1. Water pressure
 2. Sewage disposal
 3. Storm water drainage
 4. Garbage collection
 5. Gas pressure (looking and heating)
 6. Electricity
 7. Telephone service
 8. Postal service
 9. News coverage by newspaper
 10. Television and radio programs
 11. Fire protection
 12. Law enforcement and police protection
 13. Court services
 14. Zoning ordinances
 15. Legal services
 16. Medical services
 17. Dental services
 18. Hospital services
 19. Health department
 20. Welfare services (aid to families with dependent children and marital problems, etc.)
 21. Public transportation to other communities
 22. Public transportation inside the community
 23. Parking in business district
 24. Street layout
 25. Traffic signals and signs
 26. Maintenance and cleaning of streets
 27. Sidewalks
 28. Children
 29. Teenagers
 30. Adults
 31. Older people

During the spring of 1964 the Nashville Junior Chamber of Commerce conducted a "Community Attitude Survey" to determine what the public considers to be the town's good and bad points. The survey yielded replies from 73 households, representing 246 members of the town's total population (1408 in 1960).

The results of the survey are more than an adequate sample, although not necessarily a consensus of the entire community. However, due to the rather homogeneous composition of Nashville's citizenry, the results even of a painstakingly thorough canvass of the entire community would not be likely to yield results substantially different from those of the sample obtained. For example, while the survey was under way, an early tabulation of the opinion of 10% of the population yielded no significant deviation from that obtained from the 17%

sample. It is reasonable to conclude that, unless a sizable group of like-minded people has been poorly represented in the sample, further canvassing would produce little variation of result.

It is impossible to devise an opinion poll which does not tend to steer the thinking of the person interviewed. The inclusion of some questions and the exclusion of others of necessity emphasizes certain aspects of the subject being aired. The questionnaire used by the Junior Chamber of Commerce was one which is used nationally. It lists sixty various community services, facilities, programs and opportunities and requests the person interviewed to rate each. It tends to emphasize recreation somewhat, but appears to be otherwise unbiased and fairly complete.

The ratings used were "Excellent",

RESULTS OF JAYCEE COMMUNITY ATTITUDE SURVEY - SPRING 1964

Items rated "good":

| | |
|----------------------|-------|
| Fire Protection | +1.21 |
| Newspaper | +1.05 |
| Community appearance | +1.05 |
| Postal service | +1.00 |
| Health department | +1.00 |
| Electricity | +0.90 |
| Court services | +0.89 |
| Legal services | +0.79 |
| Telephone service | +0.76 |
| Television and radio | +0.75 |
| Street layout | +0.74 |
| Traffic signs | +0.73 |
| Storm water drainage | +0.66 |
| Street maintenance | +0.61 |
| Dental services | +0.60 |
| Police protection | +0.55 |

Items rated "average":

| | |
|---|-------|
| Water pressure | +0.49 |
| Elementary school staff | +0.43 |
| Golfing facilities | +0.39 |
| Medical services | +0.36 |
| Sidewalks | +0.35 |
| Sewage disposal | +0.30 |
| Zoning ordinance | +0.30 |
| Elementary school buildings and equipment | +0.30 |
| Sports fields | +0.26 |
| Welfare services | +0.21 |
| Library | +0.20 |
| High school education-al program | +0.07 |
| High school buildings and equipment | +0.05 |
| Service and repair facilities | -0.32 |
| Shopping facilities | -0.35 |
| Parking in business district | -0.37 |
| Public meeting places for large groups | -0.39 |
| Hospital services | -0.44 |

Items rated "below average":

| | |
|--|-------|
| Restaurants | -0.61 |
| Community planning and development program | -0.67 |
| Public transportation to other communities | -0.68 |
| Public meeting places for teenagers' social activities | -0.70 |
| Public transportation inside the community | -0.96 |
| Recreational opportunities for adults | -0.98 |
| Public restrooms in business district | -1.01 |
| Hotels | |
| Recreational opportunities for children | -1.16 |
| Job opportunities for persons 18-54 | -1.21 |
| Recreational opportunities for teenagers | -1.22 |
| Playgrounds for children | -1.26 |
| Cultural opportunities | -1.42 |
| Parks and picnic areas | -1.47 |
| Recreational opportunities for older people | -1.47 |

Items rated "poor":

| | |
|---|-------|
| Job opportunities for persons under 18 | -1.53 |
| Swimming facilities | -1.55 |
| Job opportunities for persons 65 and over | -1.70 |

Note: No items were rated "Excellent" since none obtained a numerical average higher than +1.50.

"Good", "Average", "Below average", and "Poor". In order to obtain a numerical average of each item rated on the 73 individual survey forms, the following values were assigned:

| | |
|---------------|----|
| excellent | +2 |
| good | +1 |
| average | 0 |
| below average | -1 |
| poor | -2 |

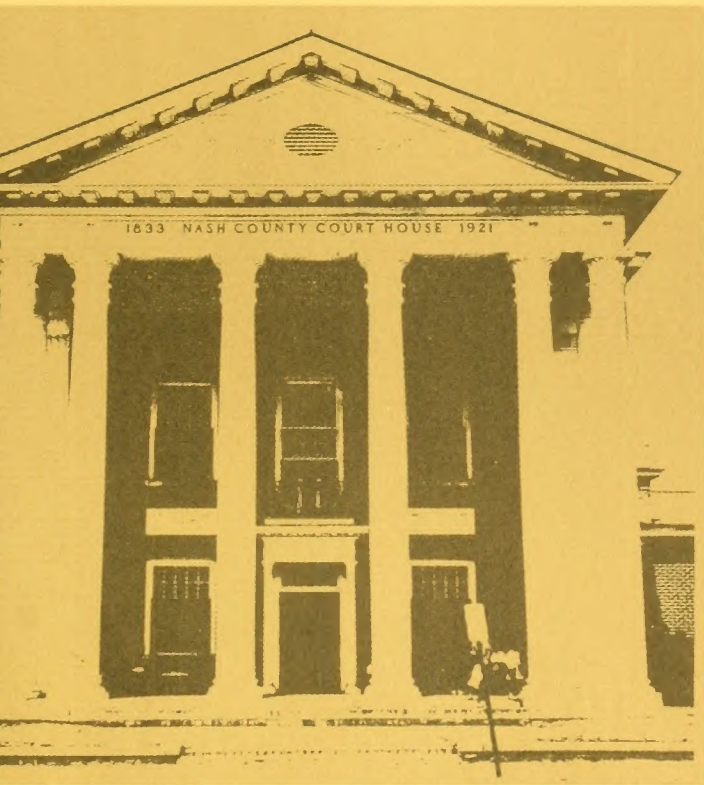
Resulting averages may be translated back into overall ratings as follows:

| | |
|------------------|---------------|
| Higher than +1.5 | excellent |
| +0.5 to +1.5 | good |
| -0.5 to +0.5 | average |
| -0.5 to -1.5 | below average |
| Lower than -1.5 | poor |

The community apparently takes considerable pride in its Volunteer Fire Department, its newspaper, and the community appearance. Inadequate

part-time job opportunities and the lack of a community swimming pool are considered the greatest disadvantages of living in Nashville. Recreation, emphasized in the survey, shows up as one of the community's greatest weaknesses. Only the golf courses and athletic fields were rated average. All other aspects of recreation were rated below.

The results of the survey can be summarized as follows: Community services are average or better than average, the only exception being transportation services. Community facilities are mostly below average, with the country club and elementary schools the most notable exceptions. And apparently even they are considered only average by most. It appears that people in Nashville have the greatest need for things to do. They want places to meet, places to work, and more opportunities for the enjoyment of life.



GOALS



The economic well-being of the people of Nashville depends to a great extent upon the prosperity of the people of the entire county and, particularly, that area of the county immediately surrounding Nashville. It is of utmost importance that the decline in population of Nashville Township between 1950 and 1960, and still continuing, be checked at once and that this trend be reversed. Recognizing that this recent moderate reduction in population is occurring primarily in rural areas and is caused by diminishing requirements for farm labor, the averting of a serious population decline demands the replacement of all farm jobs that become obsolete with an equivalent number of production-type employment opportunities. These new job opportunities of necessity will be located in urban

areas.

To meet this challenge the following goals for Nashville are hereby recommended:

1. Provide 100 new jobs of a production type in Nashville by 1970 and 200 more by 1980 to offset the loss of farm jobs already existing and those anticipated.

2. Promote a healthy suburban environment to encourage those who cannot find employment in Nashville to live here and work in Rocky Mount.

These goals oppose one another. In recommending them the Nashville Planning Board undertakes to demonstrate that good living conditions can exist in harmony with convenient places

of work. To make Nashville attractive both as an industrial center and as a high-quality residential suburb, the following, more specific objectives must be accomplished:

3. Careful arrangement of new housing and new industry to achieve maximum compatibility.

4. Improvement of existing physical relationships between housing and industry.

5. Emphasis of Nashville's pleasant community appearance and riddance of its eyesores.

6. General improvement of existing housing conditions and construction of more housing facilities.

7. Provision of more, and better arranged, parking in the main business district.

8. Acquisition of more land for recreation and provision of improved recreational facilities.

9. Location of a sewage treatment plant on the east side of Nashville to allow for expansion of urban services both east and west.

These objectives have been formulated following a period of one year's study and analysis, and take into account the general desires expressed by the people of Nashville in response to a survey of their opinion. Detailed plans for accomplishing these goals are forthcoming.



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